

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/4

Advertiser Making Request: Crossroads

Political Party or
Nature of Advertising Message: Issue

Flight Dates: 8/8 - 8/14

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Contract # 1351060

Schedule Dates 08/08/12-08/14/12
Advertiser Crossroads GPS (42237)
Agency Crossroads Media-Alexandria (2097)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 886 / CROSSROADS GPS (466157)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Maron, Stephanie
Phone/Fax /
CPE 12/11/886
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments Crossroads GPS
CROSSROADS GPS
REP-FRAN 8ROWN

Date Entered 08/06/12
Last Modified 08/06/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09783929
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$337.50
Net Total \$1,912.50
Sales Tax

St Louis (KDNL)
By Broadcast Month
Aug. 2012
Grand Total:
Spots 10
Rate \$2,250.00
Total \$2,250.00

10

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/08/12	2	:30	7A- ABC-Good Morning America	1			X					1	\$50.00	\$50.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/6/12
2.0	Normal Line / SPOT	08/09/12-08/09/12	2	:30	7A- ABC-Good Morning America	1				X				1	\$50.00	\$50.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/6/12
3.0	Normal Line / SPOT	08/10/12-08/10/12	2	:30	7A- ABC-Good Morning America	1					X			1	\$50.00	\$50.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/6/12
4.0	Normal Line / SPOT	08/13/12-08/13/12	2	:30	7A- ABC-Good Morning America	1	X							1	\$50.00	\$50.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/6/12
5.0	Normal Line / SPOT	08/14/12-08/14/12	2	:30	7A- ABC-Good Morning America	1		X						1	\$50.00	\$50.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/6/12
6.0	Normal Line / SPOT	08/08/12-08/08/12	2	:30	9-58A- ABC-The View	1			X					1	\$400.00	\$400.00	St Louis (KDNL)	THE VIEW	8/6/12
7.0	Normal Line / SPOT	08/09/12-08/09/12	2	:30	9-58A- ABC-The View	1				X				1	\$400.00	\$400.00	St Louis (KDNL)	THE VIEW	8/6/12
8.0	Normal Line / SPOT	08/10/12-08/10/12	2	:30	9-58A- ABC-The View	1					X			1	\$400.00	\$400.00	St Louis (KDNL)	THE VIEW	8/6/12
9.0	Normal Line / SPOT	08/13/12-08/13/12	2	:30	9-58A- ABC-The View	1	X							1	\$400.00	\$400.00	St Louis (KDNL)	THE VIEW	8/6/12
10.0	Normal Line / SPOT	08/14/12-08/14/12	2	:30	9-58A- ABC-The View	1		X						1	\$400.00	\$400.00	St Louis (KDNL)	THE VIEW	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9783929 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/06/2012 2:14 PM
Last Received: 08/06/2012 1:55 PM
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product Crossroads GPS
Estimate# 886
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/886
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

CROSSROADS GPS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/08-08/08	7A-9A	GOOD MORNING AMERICA	:30	\$50.00	W	1	1	1	\$50.00
2	08/09-08/09	7A-9A	GOOD MORNING AMERICA	:30	\$50.00	TH	1	1	1	\$50.00
3	08/10-08/10	7A-9A	GOOD MORNING AMERICA	:30	\$50.00	F	1	1	1	\$50.00
4	08/13-08/13	7A-9A	GOOD MORNING AMERICA	:30	\$50.00	M	1	1	1	\$50.00
5	08/14-08/14	7A-9A	GOOD MORNING AMERICA	:30	\$50.00	TU	1	1	1	\$50.00
6	08/08-08/08	10A-11A	THE VIEW	:30	\$400.00	W	1	1	1	\$400.00
7	08/09-08/09	10A-11A	THE VIEW	:30	\$400.00	TH	1	1	1	\$400.00
8	08/10-08/10	10A-11A	THE VIEW	:30	\$400.00	F	1	1	1	\$400.00
9	08/13-08/13	10A-11A	THE VIEW	:30	\$400.00	M	1	1	1	\$400.00
10	08/14-08/14	10A-11A	THE VIEW	:30	\$400.00	TU	1	1	1	\$400.00

---REPORT TOTALS---

Rep Order# 9783929 Ver# 1 Status New
EC'd Yes

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Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

Report Totals: 10 / \$2,250.00

---SALES MONTHLY TOTALS---

Aug 12: 10 / \$2,250.00

Sales Totals: 10 / \$2,250.00

Station Totals: 10 / \$2,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$222,772

CABL	0%	KDNL	1%	KMOV	20%	KPLR	1%	KSDK	46%
KTVI	30%	UNKN	0%	WRBU	0%				

Books FEB12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Crossroads GPS (Grassroots Policy Strategies) </div>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

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Station and Location:	Date:
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Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/11/12  703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title